

## AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (currently amended) Device for positioning a tubular label at a pre-established height from a bottle bottom in a rotating labelling machine of a type equipped with a drum around which the tubular label is formed, and adapted to support the bottle to be labelled on an upper base, said drum being able to vertically translate in order to take the bottle inside the formed tubular label, the device providing stopper members of a lower label edge; characterized in that said stopper members are being placed in a semi-circle at a pre-established height from the bottle bottom when the bottle is housed on the [[a]] tubular label winding drum, the semi-circle diameter having to be such as to allow the vertical bottle translation during a bottle transfer step into the formed tubular label and to guarantee an elastic adaptation condition to the external and variable bottle surfaces, the stopper members of the lower label edge comprising a plurality of small vertical walls arranged as a semi-circle on a collar adapted to be secured to the upper base of the winding drum, the small vertical walls elastically adhering on the top to the external surface of the bottle to create a stop on which the lower label edge abut.
2. (previously presented) Device according to claim 1, characterized in that it provides stopper members secured to a bottle supporting drum base.
3. (cancelled)
4. (previously presented) Device according to claim 1, characterized in that it comprises, in combination with label stopper members, means for keeping the position during the bottle transfer step from the labelling machine to a conveyor in which a first heat-shrinkage step occurs that is enough to keep the label in position for a final heat-shrinking step.
5. (previously presented) Device according to claim 4, characterized in that it provides elastic members for holding in position labels fitted onto the bottles in turn inserted in pits of a star conveyor.
6. (currently amended) Device for positioning a tubular label at a pre-established height from a bottle bottom in a rotating labelling machine of a type equipped with a drum around which the

tubular label is formed, and adapted to support the bottle to be labeled on an upper base, said drum being able to vertically translate in order to take the bottle inside the formed tubular label, the device providing according to claim 1 or 2, characterized in that the stopper members of the a lower label edge; said stopper members being placed at a pre-established height from the bottle bottom when the bottom is housed on the tubular label winding drum, the stopper members having to be such as to allow the vertical bottle translation during a bottle transfer step into the formed tubular label and to guarantee an elastic adaptation condition to the external and variable bottle surfaces, the stopper members of the lower label edge comprise comprising a plurality of small vertical walls arranged as a semi-circle on a collar adapted to be secured to the upper base of the winding drum, the small vertical walls elastically adhering on the top to the external surface of the bottle to create a stop on which the lower label edge abut.

7. (cancelled)

8. (new) Device according to claim 6, characterized in that the said stopper members being placed in a semi-circle at a pre-established height from the bottle bottom when the bottle is housed on the tubular label winding drum, the semi-circle diameter having to be such as to allow the vertical bottle translation during a bottle transfer step into the formed tubular label and to guarantee an elastic adaptation condition to the external and variable bottle surfaces, said small vertical walls being arranged as a semi-circle.

9. (new) Device according to claim 8, characterized in that it provides stopper members secured to a bottle supporting drum base.

10. (new) Device according to claim 8, characterized in that it comprises, in combination with label stopper members, means for keeping the position during the bottle transfer step from the labelling machine to a conveyor in which a first heat-shrinkage step occurs that is enough to keep the label in position for a final heat-shrinking step.

11. (new) Device according to claim 10, characterized in that it provides elastic members for holding in position labels fitted onto the bottles in turn inserted in pits of a star conveyor.

12. (new) Device for positioning a tubular label at a pre-established height from a bottle bottom in a rotating labelling machine of a type equipped with a drum around which the tubular label is

formed, and adapted to support the bottle to be labelled on an upper base, said drum being able to vertically translate in order to take the bottle inside the formed tubular label, the device providing stopper members of a lower label edge; said stopper members being placed at a pre-established height from the bottle bottom when the bottle is housed on the tubular label winding drum, the semi-circle diameter having to be such as to allow the vertical bottle translation during a bottle transfer step into the formed tubular label and to guarantee an elastic adaptation condition to the external and variable bottle surfaces, the stopper members providing for two vertical pins of a predetermined height that can be fixed to the upper base of the winding drum or to a bracket equipped with at least two movements along Cartesian axes, the vertical pins supporting a bracket on which limit switches being radially secured and getting in contact with the bottle to determine a bearing plane of the lower edge of the tubular label.

13. (new) Device according to claim 12, characterized in that said stopper members being placed in a semi-circle at a pre-established height from the bottle bottom when the bottle is housed on the tubular label winding drum, the semi-circle diameter having to be such as to allow the vertical bottle translation during a bottle transfer step into the formed tubular label and to guarantee an elastic adaptation condition to the external and variable bottle surfaces, the bracket supported by the vertical pins being a semi-circle.

14. (new) Device according to claim 13, characterized in that it comprises, in combination with label stopper members, means for keeping the position during the bottle transfer step from the labelling machine to a conveyor in which a first heat-shrinkage step occurs that is enough to keep the label in position for a final heat-shrinking step.

15. (new) Device according to claim 13, characterized in that it provides elastic members for holding in position labels fitted onto the bottles in turn inserted in pits of a star conveyor.